

## ABSTRACT OF THE DISCLOSURE

The method and the apparatus which correct white balance estimate, by using at least gray and/or skin color information contained in an input color image, a color temperature of a photographing light source with which the color image has been formed and correct an image signal of the color image on the basis of the estimated color temperature. The density correcting method multiplies image signals of each pixel in the input color image by set coefficients to detect pixels having the multiplied image signals in the vicinity of a blackbody locus curve of skin color as skin color candidate pixels and assigns an average obtained for a predetermined color signal from the skin color candidate pixels detected to a predetermined density of a color corresponding to the color signal on a print. These methods and the apparatus are effective in properly correcting white balance and density upon forming a print from an input image.